

## Message Text

UNCLASSIFIED

PAGE 01 LONDON 06356 01 OF 02 200049Z  
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04  
NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /051 W  
-----200118Z 017119 /62

P R 191744Z APR 77  
FM AMEMBASSY LONDON  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 2815

UNCLAS SECTION 01 OF 02 LONDON 06356

C O R R E C T E D C O P Y - T E X T ( T H R O U G H O U T )

E.O. 11652: N/A  
TAGS: BEXP, UK  
SUBJECT: PROPOSED FY 1979 TRADE CENTER EVENT SCHEDULE

1. FOLLOWING EVENT SCHEDULE DRAWN FROM RECENT "BEST PROSPECTS" SURVEY, CCP CAMPAIGN AND ACTIVITY THEMES, AND BEST ESTIMATE OF U.K. MARKET SITUATION IN FY 79. DUE SHORT NOTICE NOT ALL POTENTIAL CONFLICTS NECESSARILY KNOWN. CONFLICTS POST AWARE OF ARE CONTAINED IN BRACKETS.

1978  
OCTOBER  
SECURITY SYSTEMS (IFFSEC APRIL 1979)  
IN SECURITY FIELD THERE IS LITTLE COMPETITION FROM 3RD COUNTRY OR DOMESTIC SUPPLIERS. DUE TO RISING U.K. CRIME RATES AND HIGH COST OF SECURITY-RELATED LOSSES, THERE IS INTENSE INTEREST IN U.S. EQUIPMENT. (WHICH ENJOYS 40-PLUS PERCENT MARKET SHARE). 1975 AND 1977 LTC SECURITY SHOWS WERE HIGHLY SUCCESSFUL AND INDICATE THIS SECTOR WIDE OPEN FOR NEW-TO-MARKET U.S. FIRMS.

LATE NOVEMBER/EARLY DECEMBER  
CATERING AND FAST FOOD EQUIPMENT  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 06356 01 OF 02 200049Z

U.K. FACES BRIGHT FUTURE IN TOURISM REVENUES. MASS HANDLING TOURISTS, PARTICULARLY IN FOOD AND CATERING FIELDS, WOEFULLY BEHIND TIMES IN U.K. /USACATER SHOW AT LTC, JUNE 1977, HAS ALREADY GENERATED GREAT INTEREST. SECOND SHOW DECEMBER 1978, WOULD BE EXCELLENT FOLLOW-UP. RECENT RESEARCH INDICATES 1979 /U.K. MARKET FOR MAJOR COMPONENTS OF RESTAURANT EQUIPMENT VERY STRICTLY DEFINED

WILL BE 110-120 MILLION DOLLARS.

JANUARY

COMPUTERS AND PERIPHERAL EQUIPMENT (COMPAC - NOV. 1978)  
COMPUTER AND PERIPHERAL EQUIPMENT FIELDS WILL REMAIN STRONG IN U.K. FOR FORESEEABLE FUTURE. CONTINUED DOMINANCE U.S. IN AREA DUE VARIETY, VOLUME AND INNOVATION SUGGESTS REGULAR TRADE CENTER SHOWS. FOR EXAMPLE, 1975 MARKET SHARE OF U.S.-MADE MINIS, MAINFRAMES AND PERIPHERALS WAS 92,62 AND 57 PERCENT RESPECTIVELY. JANUARY HAS BECOME TRADITIONAL COMPUTER EXHIBITORS MONTH IN U.K., AND BUYERS HERE TEND SCHEDULE PURCHASING AROUND LTC SHOW.

FEBRUARY

ELECTRONIC INDUSTRIES PRODUCTION TEST EQUIPMENT AND COMPONENTS (INTERNEPCON - OCTOBER 1978; ALL ELECTRONICS - APRIL 1979).

UP-DATED MARKET RESEARCH FOR ELECTRONIC PRODUCTION AND TEST EQUIPMENT INDICATES STEADY GROWTH OVER NEAR AND MEDIUM TERM. DEPOSITS FROM THIS FIELD HAVE ATTRACTION THROUGHOUT MUCH OF BRITISH INDUSTRY.

MARCH

POLLUTION CONTROL, ENERGY CONSERVATION AND HEVAC:  
THERE IS DEEP INTEREST IN ENERGY CONSERVATION WHICH CAN BE COUPLED WITH GROWING AWARENESS OF LOSSES SUFFERED IN GENERAL BUSINESS EFFICIENCY FROM EVEN SLIGHT  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 LONDON 06356 01 OF 02 200049Z

VARIATIONS IN FACTORY TEMPERATURES AND GENERALLY LOW QUALITY ENVIRONMENTAL CONDITIONS. THIS SECTOR SHOULD REMAIN BRIGHT SPOT, PARTICULARLY FOR INNOVATIVE U.S. COMPANIES, FOR SEVERAL YEARS. RELATED ENERGY SAVING AND INSULATION PRODUCTS WOULD ALSO HAVE GOOD POTENTIAL. CURRENT COMMERCIAL INTEREST IN SOLAR HEATING AND VENTILATING UNITS MEANS THESE COULD BE FEATURED. INCREASE OF CAPITAL EXPENDITURE AND ENVIRONMENTAL NEEDS COULD PROVIDE LARGE POTENTIAL MARKET IN THESE COMBINED AND INTER-RELATED THEMES.

APRIL

NO LTC MAJOR EVENT

MAY

BUSINESS EQUIPMENT  
U.K. MARKET IS EXPECTED TO RISE FROM 617.2 MILLION DOLLARS IN 1975 TO OVER ONE BILLION DOLLARS BY 1979.  
BUSINESS EQUIPMENT SOLID AND RELIABLE THEME. AS LABOR

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 LONDON 06356 02 OF 02 200051Z  
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04  
NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /051 W  
-----200104Z 017138 /62

P R 191744Z APR 77  
FM AMEMBASSY LONDON  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 2816

UNCLAS SECTION 02 OF 02 LONDON 06356

C O R R E C T E D C O P Y - T E X T ( T H R O U G H O U T )

COSTS CONTINUE RAPID RISE IN U.K. (OVER LONG TERM),  
INTEREST IN BUSINESS EQUIPMENT, PARTICULARLY THAT  
DESIGNED TO INCREASE PRODUCTIVITY AND REDUCE ENVIRON-  
MENTAL STRESS, SHOULD PRESENT STRONG INTEREST IN U.S.  
BUSINESS EQUIPMENT. THERE IS ALSO GROWING INTEREST IN  
PHYSICAL ATTRACTIVENESS AND PSYCHOLOGICAL COMFORT FROM  
SHOP FLOOR TO BOARD ROOM.

JUNE  
MULTI-COMPANY BSP: DATA COMMUNICATIONS AND ACQUISITION

JULY  
NO LTC MAJOR EVENT

AUGUST  
NO LTC MAJOR EVENT

SEPTEMBER  
MULTI-COMPANY BSP: ANALYTICAL INSTRUMENTATION (LAB-  
ORATORY AND INDUSTRIAL TEST, SCIENTIFIC PROCESS AND  
QUALITY CONTROL).  
2. ALTERNATE THEMES:  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 06356 02 OF 02 200051Z

(A) FOUNDRY AND METALWORKING EQUIPMENT

CAPITAL EQUIPMENT INVESTMENT MAY PICK UP IN 1978-79.  
U.K. FOUNDRY INDUSTRY, VERY ANTIQUATED, INVESTING  
SUBSTANTIALLY IN NEW EQUIPMENT WITH HMG FINANCIAL  
ASSISTANCE. THAT U.S. EQUIPMENT MEETS TECHNICALLY  
SOPHISTICATED AND HIGHLY AUTOMATED REQUIREMENTS SUGGESTS  
PENETRATION THIS MARKET.

(B) LEISURE-TIME ACTIVITIES EQUIPMENT (SPOGA - SEOTEMBER  
1978; CARAVAN, CAMPING AND HOLIDAY SHOW - NOVEMBER  
1978).

THEME TO INCLUDE DIY, SPORTS, CAMPING, BOATING AND  
RELATED CONSUMER-TYPE PRODUCTS. INCREASED SALES U.S.  
CAMPING, SPORTING AND DIY EQUIPMENT IN U.K. OVER LAST  
FOUR YEARS INDICATES GENERAL POTENTIAL FOR U.S. EQUIPMENT  
THIS MARKET. ANTICIPATE OPPORTUNITY U.S. COMPANIES  
TO INCREASE SHARE MARKET OVER MEDIUM TO LONG TERM.

(C) TELECOMMUNICATIONS EQUIPMENT

IN 1974 BRITISH IMPORTS OF COMMUNICATIONS EQUIPMENT  
TOTALLED 177 MILLION DOLLARS. U.S. SHARE WAS 44 MILLION  
DOLLARS, OR 25 PERCENT.

U.K. SALES OF COMMUNICATIONS EQUIPMENT HAVE FLUCTUATED  
AROUND THE 1 BILLION DOLLARS A YEAR DURING THE FIRST  
HALF OF THE 1970'S BUT DIPPED SLIGHTLY IN 1975. SALES  
ARE EXPECTED TO BEGIN CLIMBING IN 1977 TO REACH 1.4  
BILLION DOLLARS BY 1980.

U.S. TECHNOLOGY IS HIGHLY REGARDED IN U.K. AND  
AMERICAN MADE PRODUCTS ARE SOUGHT FOR THEIR ADVANCED  
SOPHISTICATION. THIS IS PARTICULARLY SO IN FIELDS OF  
FIBER-OPTICS, COMPLETE CCTV SYSTEMS, SOLID STATE,  
HIGH POWER HF MICROWAVE COMPONENTS, DATA MULTIPLEXING  
SYSTEMS AND ADVANCED TELEGRAPH SYSTEMS. HIGH SALES FOR  
THESE COMMODITIES FROM U.S. SOURCES ARE EXPECTED DURING  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 LONDON 06356 02 OF 02 200051Z

NEXT FIVE YEARS.

SPIERS

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 19-Apr-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977LONDON06356  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770249-0674, D770136-0021  
**Format:** TEL  
**From:** LONDON  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770443/aaaablcn.tel  
**Line Count:** 218  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** a1ebb4a2-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 01-Feb-2005 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2765818  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PROPOSED FY 1979 TRADE CENTER EVENT SCHEDULE  
**TAGS:** BEXP, UK  
**To:** COM  
**Type:** TE  
**vdkvgwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/a1ebb4a2-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009